

# **ANALISA PENGARUH DIMENSI BUDAYA NASIONAL HOFSTEDE TERHADAP KINERJA KARYAWAN PADA ORGANISASI PENDIDIKAN (ANALISA KASUS PADA PT LEARNING UNLIMITED)**

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## **ABSTRAK**

Penelitian ini bertujuan untuk memahami pengaruh Dimensi Budaya Nasional Hofstede (*Power Distance, Individualism and Collectivism, Masculinity and Femininity, dan Uncertainty Avoidance*) terhadap kinerja karyawan di organisasi. Metode yang digunakan dalam penelitian ini adalah deskriptif verifikatif dengan menggunakan kuantitatif analisis (Uji Validitas, Uji Reliabilitas, Uji Asumsi Klasik, dan Uji Regresi Linear Berganda). Data di dapatkan dari studi literatur dan penelitian lapangan. Hasil dari penelitian ini diketahui bahwa Dimensi Budaya Hofstede (*Power Distance, Individualism and Collectivism, Masculinity and Femininity, dan Uncertainty Avoidance*) memiliki pengaruh positif signifikan terhadap kinerja karyawan. Variabel-variabel tersebut mampu menjelaskan pengaruhnya terhadap kinerja karyawan sebesar 46.4%. Disisi lain, *Power Distance* memiliki pengaruh negative signifikan terhadap kinerja karyawan. Sedangkan variabel *Masculinity and Femininity* memiliki pengaruh positif signifikan paling besar terhadap kinerja karyawan.

Kata kunci: Dimensi Budaya Hofstede, *Power Distance, Individualism and Collectivism, Masculinity and Femininity, Uncertainty Avoidance*, Kinerja, Kualitas kerja, Kuantitas kerja.

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**ABSTRACT**

This study aims to understand the influence of the National Cultural Dimensions of Hofstede (Power Distance, Individualism and Collectivism, masculinity and femininity, and Uncertainty Avoidance) on the performance of employees in the organization. The method used in this research is descriptive verification by using quantitative analysis (Validity Test, Reliability Test, Classical Assumptions Test, and Multiple Linear Regression Test). The data used are from literature and field research. The results of this research note that the Cultural Dimensions Hofstede (Power Distance, Individualism and Collectivism, masculinity and femininity, Uncertainty Avoidance, and Long Term and Short Term Orientation) has a significant positive effect on employee performance. These variables are able to explain the effects on the performance of employees is 46.4%. On the other hand, the Power Distance has a significant negative effect on the performance of its employees. While masculinity and femininity variables have the most significant positive effect on the performance of employees.

Key words: Hofstede Dimension of National Culture, Power Distance, Individualism and Collectivism, Masculinity and Femininity, Uncertainty Avoidance, Long Term and Short Term Orientation, Employee Performance, Quality of Work, Quantity of Work.

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